

# The T.E.A. Project

(**T** raining, **E** mpowerment & **A** wareness)

## Children's Empowerment Centre Development Plan

UK Charity Registration No.1163485

INGO FL-172204 (Sri Lanka)



# F.O.O.D Programme

- **Support Proposal** -



## ‘The T.E.A. Project works to empower Sri Lankan children from poverty’.

The project provides **free pre-schooling, empowerment training, after school support programmes** and a **daily food programme**; from their **visionary** empowerment centre in near Kandy. The Centre supports **vulnerable children** & young people from poor tea plantation communities; **extending support** to children nationally and other grassroots NGO’s, education service providers, orphanages and government schools.

The T.E.A. Project develops **ambition, practical skills, knowledge** and important **opportunities** for underprivileged children and their communities. Developing skills, **aspirations** and **confidence** in young people is **key** to securing a positive and **sustainable future** in Sri Lanka.

**Established in 2014**, The T.E.A. Project has donated front line empowerment training to thousands of children & professionals across the island. The Project **donates** their services to children from the poorest communities; regardless of cultural or religious background.



*‘Developing aspirations and confidence in young people is key to securing a positive and sustainable future for the next generation. Our services make the TEA Project truly unique’.*

**Racheal Ireton – Co-Founder**

# Our Mission

To improve opportunities for vulnerable children through training, empowerment and awareness programmes that stimulate learning, develop prospects and increase life chances. We work to ensure that all children are safe, happy and healthy.

# Our Vision

All children are empowered to participate in the realisation of their rights and achieve the maximum potential in life without discrimination.

# Our Goal

To help realise this vision and achieve our mission  
The T.E.A. Project is developing Sri Lanka's first dedicated children's empowerment centre.

## The Need for a F.O.O.D Programme @ The Centre

### Fuelling Opportunities, Outcomes & Diet (F.O.O.D)

Children need nutrition, not just food. **Healthy eating is vital.** If nutritional needs are unmet children are unlikely to perform at age-appropriate levels. Children have a higher metabolic rate, requiring **more caloric intake** than adults, but it's **vital** that the calories they consume be **nutritious**.



There is a **severe lack** of complete services to **empower children & poor communities** in Sri Lanka. To **cultivate ideas, foster creativity** and **teach new skills** that will help **break the cycle of poverty**. Especially within tea plantation areas. **T.E.A** helps bring about real & **sustainable** change for **everyone** connected to the industry; **workers**, their **children, communities, employers** and **consumers**.

The T.E.A. Projects **F.O.O.D Programme** is **key** to the success of that change. It literally **fuels our learning**. Improving **well-being & opportunities** that will help ensure the **positive future** that everybody in the industry **needs to survive**. F.O.O.D is the **foundation** to TEA's empowerment service.



# ‘Change should not always be directed by large multinational charities.’

Based on consultation with local children, community members and teachers T.E.A. know:

More than **90%** of parents residing in our target area work on tea estates as daily paid labourers/tea pickers. Families are **exposed** to multiple socio-economic factors that create **disadvantage**, poor cognitive development of children and **entrap children** and families in the **cycle of poverty**.

Many children do not have their **basic needs** met to support their education; **most strikingly a lack of adequate food**. Child malnutrition levels are **high**. Estate run Child Development Centres provide inadequate service provision for children with **multiple needs** and social barriers. Children spend long hours each day in dark, un-stimulating & often **overcrowded** rooms with limited opportunities, education and importantly **lacking nutrition**.

Local teachers and Principals stated that the number of absent children is as high as **40%** and literacy rates across all schools are low. Too many children **cannot read** or write and most demonstrate **zero computer literacy**. A high number of students leave school without completing basic O/L examinations, resulting in low numbers of children studying at A/L level and entering into higher education. **Lack of food provision** is a key factor to these statistics.



By providing a free & **nutritious daily food** service the project will raise **nutrition rates**, improving health will raise a child’s ability to study & perform; thus reducing absenteeism and **encourage attendance** with the offer of a **free meal**.

The T.E.A. Project will provide **free school places** to children from low income families with **special/additional needs**, from single parent families, young parents and children of parents working in the **estate sector** in **low income employment** and families living on the very **lowest means**. Selection will include **home visits** to identify socio-economic factors affecting families and their current and potential **impacts upon children**. All age appropriate children from line house communities will meet the criteria for **free Early Years Education**. The active participation of parents with a strong commitment to their child’s education, social and developmental needs will form part of the **criteria for enrolment**. Parents will **sign an agreement** and commit to achieve **80% attendance** and positively contribute to the function and cultural activities of the pre-school.

## ‘You Are What You Eat From Your Head Down to Your Feet’.

## Key Activities of The Centre:

1. Establish a **Pre-School** for 25-30 children and deliver an excellent Early Years education to support vulnerable children and their families. Pre-School services to parents and children will be delivered by two teachers, local and international volunteers.
2. Establish a **Food Programme** to engage children and improve nutrition levels of children who participate in Pre-School & After School programmes and activities. One local cook will deliver the food programme.
3. Run an **After School programme** 5-days per week to deliver vocational, extra-curricular and empowerment programmes for local children and children who attend nine partner schools. After-school programmes will be delivered by employees, local and international volunteers.
4. Run a **Saturday Service** for teachers, young adults and community members; to provide Information/guidance, training opportunities and a community meeting forum to support teaching skills and community development. Saturday Service provision will be coordinated by the Programme Coordinator and services will be provided by working in partnership with local GO, multi-agency civil organisations and local volunteers.

A key function of the Saturday Service will be to coordinate vocational training programmes and income generating opportunities.



## Short term benefits

- Nutrition levels of children will increase through a daily food programme for school children attending after school activities.
- The participation of children will be increased through a free food programme and the financial burden will be reduced for parents, children will have improved concentration.
- Children will learn how to cook and prepare healthy food, work experience programmes will offer youth the opportunity to plan, budget, purchase and prepare food safely.

*All children who attend The Project's Empowerment Centre will receive free and nutritious daily meals that will provide the foundation & fuel to their learning.* **Carl Gale – Co-Founder**

## Long Term Goals

- Increased performance at grade school for hundreds of children.
- Improved nutrition of up to 40 school children per day.
- Increased support and parental training for 60 parents of pre-school children.
- Improved health outcomes for children, including physical and emotional health/wellbeing.
- Increased numbers of children graduating from school with fewer behavioral issues and learning difficulties.
- Children will develop life skills which they will apply to daily life.
- Children will understand health and identify healthy/unhealthy lifestyles.
- Healthier adults, families and communities.
- Increased school attendance.
- Computer literacy skills and advanced language skills.

## F.O.O.D Programme Costs (Per Annum)

**Food and ingredients for cooking:**

**Bills costs: Total: 96,000 LKR / 425.00 GBP**

**Total: 526,260 LKR / 2,300.00 GBP**

**Food Programme Cook:**

**Total: 207,000.00 LKR / 900.00 GBP**

**Grand Total 829,260.00 LKR / 3,700.00 GBP**

\*Costs calculated at March 2020 exchange rates.



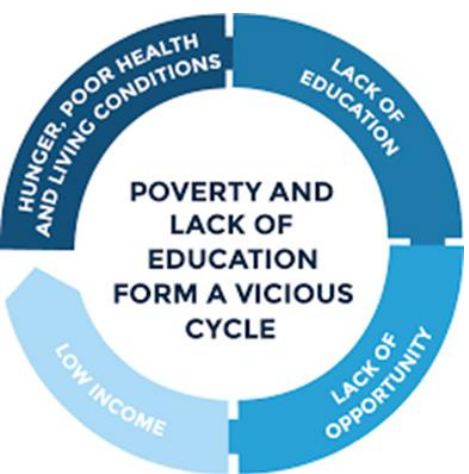
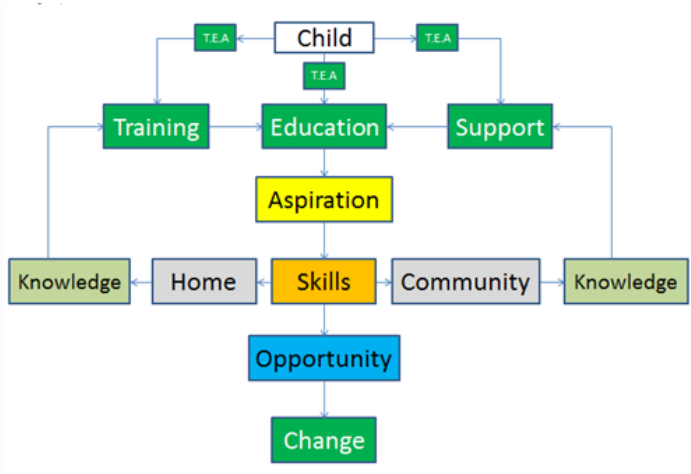




‘Working in tea production is not regarded as good employment. If it only provides jobs to people in poverty situations we cannot see how the sector is going to improve without T.E.A.’  
 Carl Gale – Co Founder

# The Cycle of Poverty

Poor families become impoverished for at least **three generations**. This is enough time for the family to include no surviving ancestors who possess or can transmit the **intellectual, social, and cultural capital** necessary to stay out of or change their impoverished condition.



# Sponsors Welcome



## 91%

of global consumers are likely to switch brands to one associated with a good cause.

## 61%

of consumers are willing to try a new brand, or one they've never heard of, because of its association with a particular cause.

## 50%

of global consumers said they would be willing to reward companies that give back to society by paying more for their goods and services.

\*nonprofithub.org

## Brand Visibility

**Corporate sponsors** who can provide the financial support necessary to run the **F.O.O.D Programme** for between **1-5 years** will see their logo on event collateral. TEA-shirts, banners, print and web ads, Tweets, Facebook posts, press releases, invites, landing pages and email campaigns



**‘The T.E.A. Project appreciate the value of partnership and will cost share up to 50% of any corporate donation’.**



## Recognition

Upon completion sponsors will be invited for a **private tour** of The Centre.

Sponsors will be **acknowledged** by **The T.E.A. Project** in public speeches, board meetings and interviews with the **press**. Employee **VolunTEAr** work programmes will be available.

A **stewardship ad** can be placed in an industry trade publication to **thank the sponsor** for their **generosity** in funding The Centre.

Sponsors will receive **VIP tickets** to charitable events.

## Creative Approval

**The T.E.A. Project** understands that corporate branding is one of the most important assets for a sponsor. We will **ensure branding** is being properly represented. Sponsors will sign off on any creative efforts featuring their logo.

## Communication

**The T.E.A. Project** always delivers on a promise. Sponsors are prized partners. The T.E.A Project will **nurture** and **build** that relationship.

A **partnership** will be clearly visible and provide benefits for both parties.

Visit

[www.theteaproject.org](http://www.theteaproject.org)

to donate & raise awareness via the link:

 **PayPal** Giving Fund



**\*Alternatively a personal donation to The T.E.A. Project enables us to provide essential training and workshops needed to empower the poorest children in Sri Lanka. A gift of £provides vital T.E.A. Training materials, £50 funds one fully staffed & equipped day of training for up to 30 children and £100 provides a full time Project Worker's salary for one month.**

For more information about  
**F.O.O.D** or to support other  
**T.E.A.** programmes  
**contact:**



**Carl Gale, CEO**

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Email: [carl.gale@theteaproject.org](mailto:carl.gale@theteaproject.org)

Alternatively please donate & support via the  
following links:

**Website**

[www.theteaproject.org](http://www.theteaproject.org)

**Fundraising & Donations**

<https://www.givey.com/theteaproject>

# The T.E.A Project

**Empowering Children**

Registered Charity 1163485

**Visit**

[www.theteaproject.org](http://www.theteaproject.org)



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# Time to Work Together



## Thank you

*Empowering Children*

[theteaproject.org](http://theteaproject.org)